



FILM FUND GUIDELINES

Making an application to

THE BFI AUDIENCE FUND

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INTRODUCTION

The BFI's role is to champion the art of film, to empower the next generation of creative people and audiences, to advocate for film to be central to all our cultural lives and to create opportunity for everyone who wants to participate - no matter who they are or where they live.

In BFI2022 we set out our commitment to giving everyone, everywhere in the UK, the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking - past, present and future.

The BFI Audience Fund is central to this commitment and is underpinned by our desire to boost diversity and inclusivity - to build a broad film culture across the UK which recognises and values the quality of difference and seeks to rebalance under-representation on screen, in the workforce and in audiences.

To support those who wish to make a positive difference and inspire change in our industry, applicants are invited to apply to the BFI Audience Fund, an open access, flexible fund which is designed to support a range of audience-facing activities (such as film festivals, distribution releases, multiplatform distribution proposals, touring film programmes, large scale and ambitious film programmes) with £5.6m available annually. These activities need to meet or show ambition to address the BFI

Audience Fund's core objectives, and we will prioritise proposals which demonstrate long-term impact on audience development for independent British and international film.

We make discrete, time-limited **Project awards** and support year-round activity for a limited number of applicants through **Organisational awards**.

WHAT IS THE BFI AUDIENCE FUND?

Objectives

The objectives of the BFI Audience Fund are to:

- grow the diversity of audiences engaging with film;
- develop the 16 to 30-year-old audience for film;
- increase access to independent British and international film for audiences, especially those outside London;
- enhance confidence, best practice and capability of the sector;
- increase access to the UK's screen heritage via the BFI's National Archive of film and TV, and those of the regions and nations; and
- increase engagement with BFI-supported activities and cultural

programmes across the UK, and enhance the quality and cultural depth of audience experience.

While we do not expect applications to address all of the objectives, we would expect one or more to be a key focus of any application. We will give priority to proposals that most ambitiously respond to these objectives and which also demonstrate:

- national reach
- significant cultural ambition
- an alignment with other BFI supported audience, talent, diversity and education initiatives, including the [BFI Film Audience Network](#), [BFI NETWORK](#), [Into Film](#), the [BFI National Archive](#), and [regional and national film archives](#)
- value for money
- sustainable audience development for independent British and international film
- inclusivity.

Outcomes

Through investments made by the BFI Audience Fund we expect to see:

- a larger, more diverse film audience with a greater number of young people enjoying independent British and international film;
- an increased profile for independent British and international film;
- new partnerships and initiatives that diversify outputs and practices to reach

new audiences; and

- an inclusive workforce that is representative of our population.

What types of awards are available?

The two types of awards available are:

- **Project awards** to support nationally significant proposals with cultural ambition where the funded activity will grow priority audiences, offer greater choice and meet the outlined objectives.
- **Organisational awards** to support proposals that enable organisations with proven sector experience to offer a range of year-round activity that meets the outlined objectives.

The BFI Audience Fund uses funds from the National Lottery which can only be awarded to applicants who demonstrate a clear public benefit from the activity being funded. These awards will usually be provided on a grant basis. This is based on an applicant not making a financial gain from activity supported by the BFI and to ensure that the amount provided is the minimum amount of public funds necessary to support the cultural activity.

Where a proposal is expected to result in corporate or private gain (such as where public funding is used to enhance a film's release plan), the BFI reserves the right to make the award by way of a recoupable loan instead of a grant.

For example, box office or sales income from the supported activity may result in commercial gain to the applicant. In this

case a proportionate share of such income may become repayable to BFI, unless that predicted income is being used to offset the costs of the activity (i.e. is within the income and expenditure budget) resulting in no financial gain. We will take into account the amount of risk (both financial and strategic) the applicant has proposed when deciding on whether to give a loan or a grant.

As part of the application process, applicants will be asked whether the award that they are applying for should be a grant or recoupable loan (based on the potential return on investment for the proposed activity). This preference will be taken into account during the assessment process but the decision as to whether to provide funding by way of a loan or grant will be at the BFI's sole discretion and will be confirmed in any offer of funding issued by the BFI (which will include the mechanism for recoupment of the loan if applicable).

Awards from the BFI Audience Fund are not intended to substitute existing funding or income that would otherwise be available, or to fund activity that would happen anyway in its own right. Awards can only be made to create and enable new activity and have a specific focus on engaging new audiences, and not to increase any commercial gain.

A note to film distributors

Distributors are able to request a contribution towards overhead costs in their budgets, whether an award is made as a non-recoupable grant or a recoupable loan.

The amount of the distributor's own financial investment in the film's release will be taken as an indication of its own level of belief in and

commitment to the film, and will contribute to determining whether the award is made as a grant or recoupable loan. The BFI will need to be convinced that the award requested will actually make a difference to the film's outcome and is truly additional rather than a replacement for funds that the distributor might reasonably be expected to invest by way of distribution expenses, given the creative and commercial aspirations of the film.

Where the distributor has guaranteed a minimum P&A commitment (as evidenced in its distribution agreement for the film) the BFI will not subsidise the operations of the distributor by providing funding to allow the distributor to meet such minimum commitment.

We will accept applications for 'day and date' / in cinemas and Video on Demand (VoD) strategies but we will not accept applications that offer exclusivity to any one VoD platform.

The BFI is committed to ensuring that the cinema experience is open to all, especially to disabled audiences. Where the application for funding relates to the new release of a film, successful applicants will be expected as a condition of our funding to address the needs of cinema-goers with sensory impairments – by making available subtitles for people who are Deaf or have hearing loss and Audio Description for use in cinemas and subsequently in the home (via VoD, DVD or BD) – and to ensure that the availability of these materials is publicised through the normal industry channels and made available in time for the film's opening.

BFI DIVERSITY STANDARDS

Inclusivity for us means having a film culture that stretches across the UK, with everyone able to engage with film, culturally and professionally, regardless of their identity, background and/or circumstances.

We have developed the [BFI Diversity Standards](#) to help applicants contribute to these aims. We ask applicants to embrace these Standards and explore the positive implications and opportunities of supporting meaningful representations of diversity: onscreen; in project leadership and creative practitioners; through providing access and opportunities to industry; and through a commitment to ensuring greater access for as wide an audience as possible.

Applicants to the BFI Audience Fund will need to engage with the BFI Diversity Standards in order to be awarded funding. At application stage you will be asked to outline how your proposal seeks to respond to the Standards. Successful applicants will need to send us a report following the conclusion of their activity, evaluating how they delivered against their aims for diversity as set out at application stage.

ENVIRONMENTAL IMPACT

Applicants to the BFI Audience Fund are asked to demonstrate their commitment to reducing negative impact on the environment, both organisation-wide and for projects seeking BFI funding. We are keen to recognise and build on the work already taking place in this area and to encourage those not yet integrating environmental considerations into their planning to do so.

At application stage you will be asked to include your environmental policy and/or strategy as an attachment. If you don't yet have an environmental policy in place, please create a draft version and describe in your application when you will introduce it. The most useful policies are accompanied by key actions and dates for taking these. This document should cover your broader organisational operations and also suggest how they would be enacted on the project for which you are seeking funding.

You can find links on the [BFI website](#) to some resources that you may find useful when considering your organisation's environmental strategy and how to minimise your project's impact on the environment.

CAN I APPLY?

Applicants to the BFI Audience Fund must be legally constituted organisations centrally managed in the UK. This includes:

- Limited Liability Company or Partnership registered at Companies House;
- Community Interest Company registered at Companies House;
- local authority or statutory body;
- charity or trust registered with the Charity Commission (including UK universities);
- if not registered with the Charity Commission, universities principally regulated by one of the Higher Education Funding Bodies (being the Higher Education Funding Council for England, the Higher Education Funding Council for Wales, the Department for Employment and Learning Northern Ireland and the Scottish Funding Council).

Individuals cannot apply.

Applicants and/or their partners should have direct experience of film distribution, exhibition and audience development activity within the UK; for example, film distributors, cinemas, cinema chains or consortia, film festivals, film and video archives and collections, or arts organisations with experience of film curation.

Applications can be made in respect of programmes developed outside of the UK provided they relate to the delivery of programmes in the UK and the lead applicant is based in the UK.

It is possible to submit more than one application to the BFI Audience Fund in the same financial year but applicants are advised to discuss with the BFI Audience Team first.

If you have read these guidelines thoroughly and are still unsure if you are eligible to apply, please email us at audiencefund@bfi.org.uk or call on 020 7173 3232.

WHAT CAN I APPLY FOR?

PROJECT AWARDS: WHAT CAN I APPLY FOR?

Project awards support clearly defined, time-limited proposals.

All proposals need to meet the objectives of the BFI Audience Fund to increase audience choice and engagement across the UK, and have the potential to engage new and diverse audiences including a focus on 16 to 30-year-olds.

We prioritise proposals that demonstrate scale and ambition, are of national reach and significance, and which take place across a large geographical area and/or attract audience members from across the UK.

Proposals which address predominantly local audiences will not be prioritised by the Fund as it is seeking to support activity that achieves a much broader impact. The BFI Film Audience Network has opportunities for local projects, so applicants should contact their local [Film Hub](#) for further details.

Examples of proposals we will consider include, but are not limited to: film festivals, distribution releases, multiplatform distribution proposals, touring film programmes, large scale and ambitious film programmes, proposals that take the art form in innovative directions, and marketing or data audience development initiatives. You can apply for

research and development work but please note that BFI funding for any subsequent activity to this is in no way guaranteed. All projects must deliver direct benefit to audiences for film.

Applicants will be expected to have in place robust governance and management structures and processes.

We are not able to support all proposals and those that clearly address the objectives for the Fund are the most likely to be selected for funding.

PROJECT AWARDS: HOW MUCH CAN I APPLY FOR?

Awards will be made in accordance with the scale and ambition of proposals, and the extent to which they meet our objectives. We expect the majority of awards to be between £20,000 and £50,000 with an upper limit for proposals of exceptional scale or ambition of £200,000.

In most cases, an award from the BFI will cover activity taking place for up to 12 months. We may, at our sole discretion and in exceptional circumstances, elect to offer funding for more than one year. Our decision to offer funding for multiple years will be based on evidence that a proposal delivers strongly against all BFI Audience Fund objectives.

ORGANISATIONAL AWARDS: WHAT CAN I APPLY FOR?

Organisations applying for these awards will be expected to achieve our objectives for UK audiences on a year-round basis.

Organisations will also be expected to have a demonstrable track record of outstanding delivery of audience or industry-facing activity, an in-depth understanding of UK film culture and excellence in audience development and/or community engagement. In terms of scope, applicants must be able to demonstrate significant impact on at least a regional, and ideally national, scale. Organisations delivering activity on a local level only (for example, a single town or county) will not be prioritised by the Fund.

The organisations we support will be expected to take a sector-leading position in addressing the BFI Diversity Standards and as part of this will be required to submit a diversity and inclusion plan to cover the duration of the funding term, and refresh this if requested during the course of the term.

Applicants will be expected to have in place robust governance and management structures and processes, along with clearly articulated long-term plans for organisational sustainability and development, including an environmental impact strategy. Successful applicants will be required to submit a three to five year business plan.

Receiving an Organisational award means your organisation is considered to be a leader in its field and an exemplar of good practice. As such the BFI wishes to ensure that the impact of our investment has the greatest

possible benefits for the wider sector in which you are operating. Applicants will therefore be asked to describe their plans for sector development, outlining how the organisation might contribute to the increased capability of the sector. This should include enhanced plans for in-house staff development and for giving support to organisations or individuals externally. We may ask successful applicants to work up elements of this plan further or submit a more detailed delivery plan.

We will not be able to support all proposals and those that clearly address the objectives for the Fund are more likely to be selected for funding.

ORGANISATIONS BASED IN NORTHERN IRELAND, SCOTLAND OR WALES

If your organisation is based in Northern Ireland, Scotland or Wales, as well as meeting the criteria for the BFI Organisational awards, you will need to make an especially strong case for funding in your application as there are alternative sources of funding available to you which do not exist in England. You must also be able to demonstrate that:

- additional, new activity will be undertaken with BFI funding which strongly addresses our objectives for UK audiences;
- additional funds will be leveraged or generated as a result of BFI funding;
- the proposed activity has the financial support of the relevant screen agency;
- there are no other sources of income available for the proposed activity.

ORGANISATIONAL AWARDS: HOW MUCH CAN I APPLY FOR?

Awards will be made in accordance with the scale and ambition of the proposal, and the extent to which they meet our objectives.

We expect the majority of awards approved to be between £50,000 and £200,000. At our discretion we may make Organisational awards over £200,000.

Multi-year funding is available but not beyond the end of March-2022 and our decision to offer funding for multiple years will be based on evidence that your proposal delivers strongly against the BFI Audience Fund objectives. If multi-year funding is being applied for it should be made clear in the proposal and budget the number of years that funding is being requested for, and the amount per year.

WHAT PARTNERSHIP FUNDING DO I NEED TO HAVE IN PLACE?

As part of your application you will need to state the total budget for your proposed activity (for both Project and Organisational awards) and the amount you are requesting from the BFI. Our funding is only a contribution towards the costs of your proposal and for your application to be eligible for consideration you will need to have a feasible budget showing how your proposed activity will be funded, including plans for partnership funding.

All applicants to the BFI Audience Fund must be able to demonstrate an element of partnership funding whether in cash or in kind. Partnership funding is an important

demonstration that there is genuine support from stakeholders and other partners who will benefit from the proposed activity. As such, proposals for both Project awards and Organisational awards which have secured a significant percentage of partnership funding are more likely to score highly in the assessment process.

Partnership funding can be by way of the applicant's own overhead contribution towards the proposed activity, the applicant's cash investment, co-finance or sponsorship from third parties, predicted box office or other sales income (provided it is being used to offset the overall costs of the activity). Cash contributions can derive from an applicant's own resources but in that case, it must be clear how this is being used and why the applicant needs support from the BFI.

The BFI has not set a minimum threshold for partnership funding but will take the level of partnership funding into account when assessing whether to support an application. As a guide, we would expect to see partnership funding in your application at a minimum of 40% of the total budget, unless you can demonstrate significant risk in the activity for which you are applying. We appreciate that in-kind support (such as free venue provision, for example) is an important validation of the potential of some funded activity. In these instances and at the BFI Audience Team's discretion, in-kind partnership funding will be allowable.

Please note that funding already provided to you or your partners through any other BFI funding schemes cannot count as partnership funding. This includes resources provided

by the BFI Film Audience Network and BFI NETWORK. Whilst funding from other Lottery distributors can be used towards partnership funding, we are unable to support an application that is 100% funded through the National Lottery.

It is possible to receive funding from both the BFI Film Audience Network and the BFI Audience Fund but it cannot be for the same activity. Applications to the BFI Audience Fund from organisations in receipt of Film Audience Network funding need to demonstrate that the activity to be funded is distinct from that already supported, there is a clear need for additional support and it is of national scale and ambition.

PROJECT & ORGANISATIONAL AWARDS: ELIGIBLE COSTS

Your budget should include all costs directly relating to the specific proposal including salaries, overheads and costs that support the development and delivery of an activity. Applications can include costs associated with bringing in specialist expertise or support access costs in order to engage audiences. You can include reasonable costs relating directly to reducing the negative environmental impact of the activity for which you are seeking funding.

Project award applicants can include a portion of costs for organisational overhead, if you can demonstrate these costs are not covered by other sources of funding and are outside the day-to-day running costs of your organisation.

Organisational award applicants can include a portion of costs for existing staff and

organisational overhead. The main purpose of the organisation must be to grow audiences for independent British and international film, and specialised film (please see the BFI definition [here](#)). Any awards made will only support ongoing work that has a focus on new and younger audiences.

PROJECT & ORGANISATIONAL AWARDS: INELIGIBLE COSTS

We cannot support the following costs:

- those unrelated to film audience development activity;
- parties, including opening and closing night galas;
- large scale capital expenditure (small scale expenditure if directly related to the delivery and outcomes of the proposal can be included);
- filmmaking projects and workshops;
- events that are predominantly showcases for locally made films (whether amateur or professional) or student work;
- activity that is already specifically supported by another external source of funding; and
- proposals that focus on other art-forms such as literature, dance on film, poetry film, opera or artists' moving image – these fall under the remit of the national Arts Councils.

This list is not exhaustive and we may inform you that other activity within your application cannot be supported by a BFI award.

HOW DO I MAKE AN APPLICATION?

Please check that you are eligible to apply and that your proposal meets the aims of the Fund before submitting an application.

WHEN TO APPLY

Applications for **Project awards** will be accepted year-round. You should submit the application at least 16 weeks before the proposed start of the project. The BFI Audience Team may, in certain circumstances and at their discretion, accept an application that is submitted less than 16 weeks before the proposed start of the project but applicants in this position must email them at audiencefund@bfi.org.uk to discuss first.

Applications for **Organisational awards** have an autumn deadline and you should check the BFI Audience Fund website or contact the BFI Audience Team for the actual closing date. Decisions will be made by March ahead of the new financial year. There may be further calls for applicants for Organisational awards at the BFI's discretion.

MAKING AN APPLICATION ONLINE

To apply for funding you will need to complete an application form [online](#) and indicate whether you are applying for a Project award or Organisational award.

The application for funding should be completed and submitted by the individual within the organisation who is responsible for the delivery of the proposed activity. If the staff member responsible for delivery is not yet in post, the staff member responsible for oversight of the proposed activity should submit and complete the application. If you are offered an award by the BFI, then the Offer of Funding must be signed by an authorised signatory of the applicant organisation (which in most cases will be your Chief Executive or Company Director).

When first using the online application tool, you will need to create an account; this allows your application to be saved and reviewed before submission. You will be able to access previous online applications and in-progress applications by logging into [your account](#).

If you require any help with this, please contact us at: audiencefund@bfi.org.uk

WHAT DOES THE APPLICATION FORM CONSIST OF?

The application form provides the main basis on which your application is assessed and enables us to see how your proposed activity fits with the BFI Audience Fund's objectives and identify whether you have the organisational capacity to deliver the proposal.

The form asks you to provide details of your proposal, an overview of your organisation, the total projected cost of the activity, any partnership funding and the amount requested from the BFI, plus outcomes such as anticipated number of beneficiaries from your proposal.

Applications for Organisational awards will be required to attach additional supporting documents, a list of which can be found on the [website](#).

All applications require you to attach a budget for the proposed activity to the application, completed on either the Project or Organisational Award BFI Audience Fund template. The template can be downloaded from the [website](#). You will also be asked to attach your environmental policy or strategy.

Within the application form, you will be asked to describe your plans and intentions for inclusion in the BFI Diversity Standards section. You can read the full Diversity Standards criteria and guidance, and find links to practical resources on the [website](#).

WHAT HAPPENS TO MY APPLICATION?

Once you have submitted your application, we will confirm by email that it has been received and a unique reference number will be assigned to the application. You should receive this acknowledgment within ten working days of submission.

A. ELIGIBILITY

We will check that your application is eligible for funding using the criteria identified in the [Can I apply?](#) section. Incomplete applications will be considered ineligible so please ensure that you complete all sections on the application form with the information requested.

If your application is ineligible we will send you an email to inform you that your application will not be progressing further. We do not normally allow applicants to resubmit, but we may at this stage allow you to rectify an error on your application if this is the sole reason that it is ineligible.

If your application is eligible, it will progress to the Assessment stage.

B. ASSESSMENT

Eligible applications will be assessed by the BFI Audience Team where the proposal will be reviewed in relation to the overall objectives of the BFI Audience Fund, taking into account the following assessment criteria:

■ Contribution to BFI strategic objectives

We are looking for applications that meet the BFI Audience Fund's core objectives (see '[Objectives](#)').

■ Public and cultural value

We are looking for applications that have clear benefits for audiences in terms of cultural impact, geographic reach and audience diversity. This should be evident in your artistic vision and curatorial ambitions. We wish to support cultural proposals that are inspiring, engaging, adventurous and challenging, delivered with flair and ambition, which have partnerships at their core, and which are likely to engage the BFI's priority audiences. The projects we support should seek to work against the market and take risks, with public value rather than private gain being the primary outcome.

■ **Strength of delivery and management plans**

We are looking for evidence that the proposed activity is technically and logistically viable, and that you and your partners have the relevant skills and expertise to deliver it including the ability to identify potential risks. We are looking for proposals with strong campaign and outreach plans, which can reach the priority target audiences, and which have plans in place to enhance accessibility for disabled audiences. Strong proposals should have clear plans for monitoring and evaluation, and include both qualitative and quantitative data.

■ **Strength of the financial plan**

Applicants will need to demonstrate that costs and revenues, including box office and sponsorship, have been realistically budgeted. We will look at how much partnership funding is included and the status of this funding. We will also assess whether a proposal represents good value for money and that all opportunities for revenue generation have been maximised. We will take into account whether the request for funding is for a grant or a recoupable loan. Applications will need to clearly identify what BFI funding will be used for and that the funding will result in clear benefits for audiences in terms of public and cultural value.

Where the proposed activity is the distribution of a film, applicants will need to make the film available for review by the BFI Audience Team at the assessment stage.

Next Steps

Should we wish to discuss the proposal further, you may be asked to submit:

- a summary of key performance indicators
- your most recent set of audited accounts and management accounts
- a risk register, and
- any other material requested by the BFI. This could include financial forecasts; a five year business plan; artistic vision and/or draft programme; lists of potential film titles for film seasons and festivals, and proposals for speakers.

As part of the assessment process, we may request a meeting to discuss your application. Please note that applicants who are invited to a meeting with the BFI Audience Team, but need assistance with the financial costs of travel or childcare in order to attend the meeting, may apply for a bursary. More details can be found [here](#).

The meeting is an opportunity for us to discuss the project with you in more detail, to ask any outstanding questions we might have about your approach, and gives your team the opportunity to outline your ideas in more detail. It does not mean that we have made a commitment to fund your project. You may need to supply further information after the meeting and we will need to review this before we can make a final decision.

If we have requested additional material from you and have not received this after six months, your application will automatically be marked as ‘withdrawn’. You will be able to reapply at a later stage if you wish.

C. DECISION

Following the assessment process, the BFI Audience Team will make funding recommendations to the BFI’s Lottery Finance Committee for approval.

Successful and unsuccessful applicants will be informed in writing of our decisions as soon as possible. The decision of the BFI as to whether it wishes to support the application is final.

TIMELINE SUMMARY

	Project Awards	Organisational Awards
APPLICATION SUBMISSION	16 weeks before the proposed activity is due to begin.	From 16 weeks prior to the fund deadline .
ACKNOWLEDGEMENT OF APPLICATION RECEIPT	10 working days from the date you made your application.	10 working days from the fund deadline .
REQUEST FOR ADDITIONAL INFORMATION	4 weeks from the date you made your application.	4 weeks from the fund deadline .
DECISION ON APPLICATION	12 weeks from the date you made your application. Please note that if we have requested additional information from you, the time taken to provide this will be added to the 12 weeks	20 weeks from the fund deadline . Please note that if we have requested additional information from you, the time taken to provide this will be added to the 20 weeks

FEEDBACK

We aim to make the application process as transparent as possible, but as a result of the volume of applications we receive we do not have the resources to provide detailed feedback on unsuccessful proposals where we have not requested further material or a meeting.

If we have met with you to discuss your project and then declined it we will try to provide some feedback if requested, and if we have some constructive advice to offer beyond the meeting.

We are only able to support a very small percentage of the applications we receive so have to say 'no' far more often than we are able to say 'yes'. Applications may be declined for a number of reasons.

For example:

- The project was not eligible for funding.
- We felt it did not align with our core objectives for this funding.
- We felt the project was too ambitious for the budget.
- We felt that the organisation didn't have sufficient experience.
- We felt that the project was not sufficiently prepared to move towards activity.
- We didn't feel that the project needed National Lottery support, i.e. it should be financeable by other means.
- There was insufficient engagement with the BFI Diversity Standards.
- There was insufficient engagement with environmental impact measures.

We welcome constructive feedback from you on our application process so that we can continue to improve.

RESUBMISSION

No resubmissions can be made to the BFI Audience Fund for proposals it declines, unless a resubmission has been invited by the BFI Audience Team and there is a substantial and significant change in the proposal.

We will also allow a resubmission in situations where we have directly recommended further development of the project, or where projects have been withdrawn and we have confirmed that we remain interested in the project.

SUCCESSFUL APPLICATIONS

If the application is successful, you will be sent an Offer of Funding setting out the terms and conditions attached to the funding. This Offer of Funding must be countersigned and returned to the BFI within 14 days of issue.

The Offer of Funding will contain, at a minimum, the following terms and conditions.

USE OF THE AWARD

Any award must be used exclusively for the purpose for which it was requested and in accordance with the timetable, as set out in the application or as modified in subsequent discussions with the BFI. Any further changes to the activity should be agreed in advance with the BFI.

Where the application relates to the distribution or exhibition of specified films, the funding will be conditional upon the applicant controlling sufficient rights in those films to deliver the proposed activity.

PAYMENT OF THE AWARD

The BFI will set out a cashflow schedule for payment of instalments of the award with the successful applicant. This will include a holdback against delivery of the final report (see Monitoring and performance review, below).

RECOUPMENT OF AWARD (GRANT OR LOAN)

Awards are intended to be for public benefit rather than private gain. Any income received by the successful applicant or its partners is expected to be applied against the budgeted cost of the proposal or will otherwise be payable to the BFI by way of a recoupable loan (after the applicant has recouped their investment). The Offer of Funding will set out whether the award is being provided by way of a grant or loan and, if by way of a loan, the mechanism for recoupment.

If the project or activity completes under budget, a percentage of the underspend, proportionate to the BFI award against the original proposed budget, should be reimbursed to the BFI.

BRANDING

You will be required to visibly acknowledge the support from the BFI and the National Lottery by way of branding. This includes display of the BFI National Lottery lock-up logo, and agreed verbal and written acknowledgement.

MONITORING AND PERFORMANCE REVIEW

The Offer of Funding will contain a set of agreed performance measures including targets and the specific categories for audience diversity against which you will need to collect data. There will be a requirement to report against these in a final report to be submitted no later than three months after completion of the funded activity.

We will provide you with a set of templates for your final report which will include the following sections at a minimum:

- a financial report signed off by the CEO (or equivalent) which sets out actual expenditure incurred and income received against the original budget and certifies that the report is a true extraction from the financial records of the organisation and that spend is in line with the agreed contract;
- your summary of what happened;
- analysis of successes and areas for development including conclusions and recommendations outlining the legacy and (where relevant) potential for sustainability of the funded activity;
- your audience demographic breakdown against the agreed categories;

- Equality Monitoring Report – a formal assessment of your activity against the BFI Diversity Standards. Guidance for completing this submission will be provided. Funded activity that achieves a high level of good practice will be able to display the Screen Diversity mark of good practice on any case study or other relevant documentation, to show the contribution it has made to sector diversity.

Subject to the nature and duration of the funded activity, the BFI may in addition require occasional meetings, a mid-term report and/or updates to review progress.

As part of the on-going promotion, review and development of the BFI Audience Fund, we may ask you to undertake a case study, exit polls, or provide the BFI with additional information or material. We will discuss such requirements with you in advance of any award.

Recipients of Organisational awards will be required to provide quarterly progress reports to include a summary of progress and expenditure to date and an update on delivery against key performance measures.

ANNUAL PERFORMANCE REVIEW

The BFI may make multi-year awards to organisations and selected projects. In such cases, progression to the next year of funding will be conditional upon and subject to:

- achievement of the minimum performance indicators or measures for the previous year;
- evidence of continued financial viability of the organisation and that partnership funding at the agreed levels was obtained (and continues to be available for the next year);
- agreement of a delivery plan, budget and risk register for the next year; and
- continuing availability to BFI of National Lottery funds at least at current levels. Funding can only be guaranteed to the extent that the National Lottery continues to operate and the BFI continues to receive sufficient funds from it.

OTHER CONDITIONS

The Offer of Funding may be terminated and any funding already advanced may be required to be repaid in the event that any of the requirements set out in these guidelines or in the Offer of Funding are breached.

BFI LOTTERY FUNDING GENERAL CONDITIONS

- 1** The information in these Guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. The BFI therefore reserves the right to review this funding scheme and/or change its policies, procedures and assessment criteria.
- 2** The application form does not necessarily cover all the information the BFI uses to decide which applications to fund. The BFI can ask applicants for extra information.
- 3** All applications are made at the applicant's own risk. The BFI will not be liable for loss, damage or costs arising directly or indirectly from:
 - the application process;
 - the BFI's decision not to provide an award to an applicant; or
 - dealing with the application.
- 4** Please check your application form carefully. The BFI will not process applications which are incomplete or which do not comply with these Guidelines.
- 5** The BFI's decisions on applications are final.
- 6** The BFI will not pay any funding until it has received a fully executed copy of the Offer of Funding and any conditions precedent to that agreement have been satisfied or waived by the BFI.
- 7** The BFI will publicise information on the number of applications it receives and the awards made. This information will include the name of the successful applicant, award amount, project name and project details.
- 8** The Freedom of Information Act 2000 gives members of the public the right to request certain information held by the BFI. This includes information held in relation to applications to the BFI's Lottery funding programmes or schemes. Therefore if you choose to apply to the BFI you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.
- 9** Sometimes the BFI's Governors or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Governor or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence

the success of their application by approaching a Governor or staff member.

- 10** It is important that applicants carefully check the information given in the application form. The BFI standard terms and conditions entitle it to withhold or reclaim an award in the following circumstances:
- if the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and
 - if the award recipient acts dishonestly or negligently to the disadvantage of the project

The BFI will follow up cases of suspected fraud and will pass information to the police.

- 11** The BFI requires that any measures taken by applicants to address under-representation are fully in compliance with the Equality Act 2010 – see more at www.equalityhumanrights.com.
- 12** **Complaints and Appeals**
The BFI's decision is final. Inevitably applications will be turned down and applicants may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the application were not adhered to, or applied in such a way as to prejudice the outcome of

the application. A copy of the BFI's Complaints and Appeals procedure can be obtained on request from the BFI's Communications Office.

13 **Recognition of the National Lottery**

The BFI distributes 'good cause' National Lottery Funding. We ask all of our partners and award recipients to increase the visibility of the National Lottery by:

- promoting and proudly displaying the National Lottery logo; and
- warmly and energetically finding ways to get all beneficiaries to spread the word.

It is therefore an important condition of BFI funding that the source of the funding (being the National Lottery) is prominently acknowledged through conspicuous use of the BFI/National Lottery lock up logo and through agreed verbal and written acknowledgement. Also that partners and beneficiaries take frequent opportunities to highlight not just the fact of the funding but why it is funded and therefore the good work that is possible through the National Lottery.